



TECHNO INDIA UNIVERSITY
WESTBENGAL

Syllabus for 4-Years B.A (H) in Business English



Department of Business English

**Techno India University, West Bengal
EM-4, EM Block, Sector V, Bidhannagar,
Kolkata -700091, West Bengal**



4-Years B.A (H) in Business English

Course Curriculum

Semester I

Sl. No.	Course Code	Course Title	Contact Hrs. / Week			Credit	Page No.
			L	T	P		
Theory							
1	TIUBE_101	European Classical Literature	03	01	00	4	
2	TIUBE_102	Indian Classical Literature	03	01	00	4	
3	TIUBE_103	Literary Criticism: An Introduction	03	01	00	4	
4	TIUBE_104	Introduction to Computers	03	00	00	3	
Sessional							
1	TIUBE_105	Communication Skills Workshop (TOEFL and IELTS)	00	00	02	2	
2	TIUBE_106	Introduction to SEO	00	00	03	3	
Total Credit						20	



Semester II

Sl. No.	Course Code	Course Title	Contact Hrs. / Week			Credit	Page No.
			L	T	P		
Theory							
1	TIUBE_201	The Romantic Era	03	00	00	3	
2	TIUBE_202	The Victorian Era	03	00	00	3	
3	TIUBE_203	Introduction to Literary Theory	03	00	00	3	
4	TIUBE_204	Introduction to Public Relations	03	00	00	3	
Practical							
1	TIUBE_201L	Introduction to AI Applications	02	00	01	3	
2	TIUBE_202L	Creating of Audio-Visual Narrative for News Media	00	00	02	2	
Sessional							
1	TIUBE_205	Introduction to Copywriting Workshop	00	00	02	2	
2	TIUBE_206	Academic Writing I	00	00	01	1	
Total Credit						20	



Semester III

Sl. No.	Course Code	Course Title	Contact Hrs. / Week			Credit	Page No.
			L	T	P		
Theory							
1	TIUBE_301	The Rise of Modernism	03	00	00	3	
2	TIUBE_302	Renaissance Drama	03	00	00	3	
3	TIUBE_303	Literature in Translation	03	01	00	4	
4	TIUBE_304	AI Tools for Business Applications	03	00	00	3	
Practical							
1	TIUBE_301L	Introduction to Content Writing with SEO	00	00	02	2	
2	TIUBE_302L	Presentation Skills	00	00	02	2	
Sessional							
1	TIUBE_305	Print and Digital Reportage	00	00	02	2	
Total Credit						19	



Semester IV

Sl. No.	Course Code	Course Title	Contact Hrs. / Week			Credit	Page No.
			L	T	P		
Theory							
1	TIUBE_401	American Literature	03	00	00	3	
2	TIUBE_402	Postmodern Fiction	03	00	00	3	
3	TIUBE_403	Indian Writing in English	03	00	00	3	
4	TIUBE_404	Public Relations and Advertising	03	00	00	3	
Practical							
1	TIUBE_401L	Content Writing & Blogging	00	00	02	2	
2	TIUBE_402L	Writing for Social Media	00	00	02	2	
Sessional							
1	TIUBE_405	Introduction to Digital Humanities	00	00	02	2	
Total Credit						18	



Semester V

Sl. No.	Course Code	Course Title	Contact Hrs. / Week			Credit	Page No.
			L	T	P		
Theory							
1	TIUBE_501	Long-Form Graphic Narrative	03	00	00	3	
2	TIUBE_502	Special Author: Shakespeare	03	00	00	3	
3	TIUBE_503	Modern European Drama	03	00	00	3	
4	TIUBE_504	Media and Communication Studies	03	00	00	3	
Practical							
1	TIUBE_501L	Computer Skills: Social Media Management	00	00	02	2	
2	TIUBE_502L	Creative Writing I	00	00	02	2	
Sessional							
1	TIUBE_505	Business Communication and Formal Writing	00	00	02	2	
Total Credit						18	



Semester VI

Sl. No.	Course Code	Course Title	Contact Hrs. / Week			Credit	Page No.
			L	T	P		
Theory							
1	TIUBE_601	Popular Literature	03	00	00	3	
2	TIUBE_602	Literature and Cinema	03	00	00	3	
3	TIUBE_603	Women's Writing	03	00	00	3	
4	TIUBE_604	Leadership and Team Management	03	00	00	3	
Practical							
1	TIUBE_601L	Computer Skills: Business Intelligence Tools	00	00	02	2	
2	TIUBE_602L	Creating Content for Radio	00	00	02	2	
Sessional							
1	TIUBE_505	Internship	00	00	04	4	
2	TIUBE_506	Project Synopsis	00	00	02	2	
Total Credit						24	



Semester VII

Sl. No.	Course Code	Course Title	Contact Hrs. / Week			Credit	Page No.
			L	T	P		
Theory							
1	TIUBE_701	Travel Writing	03	00	00	3	
2	TIUBE_702	Postcolonial Literature	03	00	00	3	
3	TIUBE_703	History of Mass Media	03	00	00	3	
4	TIUBE_704	British Poetry and Drama: 17 th and 18 th Century	03	00	00	3	
Practical							
1	TIUBE_701L	Computer Skills: Multimedia Content Creation	00	00	02	2	
2	TIUBE_702L	Creation of Ad-Campaigns	00	00	02	2	
Sessional							
1	TIUBE_705	Implementation-Based Project	00	00	06	6	
Total Credit						22	



Semester VIII

Sl. No.	Course Code	Course Title	Contact Hrs. / Week			Credit	Page No.
			L	T	P		
Theory							
1	TIUBE_801	Advanced Literary Theory	03	00	00	3	
2	TIUBE_802	Detective Fiction	03	00	00	3	
3	TIUBE_803	Literature and Gender Studies	03	00	00	3	
4	TIUBE_804	Entrepreneurship and Innovation	03	00	00	3	
Practical							
1	TIUBE_801L	Workshop: Merging Written and Visual Content	00	00	02	2	
2	TIUBE_802L	Storyboarding for Films	00	00	02	2	
Sessional							
1	TIUBE_805	Grand Viva	00	00	0	3	
Total Credit						19	